



# PREMIUM JAPAN

*An Exclusive Travel Guide*



# WELCOME *to* PREMIUM JAPAN

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*Japan is home to an unmatched diversity of breathtaking natural beauty,  
an intriguing culture, and world-renowned cuisine.*

*Within these pages, discover what's exclusive,  
sublime and one-of-a-kind. Experience Premium Japan.*



# INTRODUCTION

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*Taking you on a curated journey of discovery into one of the world's most fascinating countries, PREMIUM JAPAN prepares the discerning traveller for the trip of a lifetime, navigating the rich culture and diverse landscape found on the islands of Japan.*

*Renowned for its understated but highly attentive hospitality, Japan has much to offer the luxury traveller, from the snowfields of Hokkaido in the north to the lush subtropical jungle and the pristine coral reefs of Okinawa in the south, to the high mountains and forests that cover 80 percent of the country, and on to the bustling streets of Tokyo and magnificent temples and shrines of Kyoto. This inspirational guide will unveil the most exclusive experiences covering the realms of art and architecture, culture and cuisine, and nature, across the entire Japanese archipelago.*

*Informed by experts, this ultimate itinerary provides an insider's take on the wonders of Japan, an intriguing country in which futuristic bullet trains and skyscrapers and centuries-old shrines and temples coexist in a harmony unique to this enchanting island nation.*

*Our carefully selected luxury experiences in the most breathtaking locations will help to create for you the trip of a lifetime, and wonderful memories that will bring you back to Japan again to discover another aspect of this amazingly diverse country.*



Ginza SUSHI AOKI : photo by Akira Saito



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# GASTRONOMIC EXPERIENCES

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Since food is a very serious business in Japan, it's no surprise that Japanese food is one of the most popular cuisines in the world.

Time-tested preparation techniques, combined with great attention paid to the provenance of ingredients, is what lies at the heart of Japanese cooking, and even the utensils used are just as highly valued as the chefs preparing the mouthwatering food.

This attention to detail means that you will dine like royalty throughout your stay, whether you're eating in a fine dining restaurant or sampling a hot broth at a neighbourhood noodle bar.

Eating out in Japan can feel like a private performance that invigorates all your senses. From the displays of fresh seafood in tanks to the dramatic open kitchens with flaming grills and the ceremony of ancient food preparation techniques, the drama of Japanese dining will leave you with a satisfied palate and unforgettable memories.

Flavour balance, skill and a desire for perfection set Japanese cuisine apart. It's no wonder it has been distinguished with a UNESCO cultural heritage award. When eating in Japan, expect to be served the best seafood in the world, beef that melts in the mouth like butter, and the most well-presented and best-tasting sashimi on the planet.

With Tokyo, Osaka, and Kyoto featuring prominently in international coverage of fine dining, there's no shortage of outstanding eating options. And it's not just Japanese cuisine on offer, since the commitment to excellence extends into a very wide offering of cuisines from around the world.

To elevate your Japanese taste experience why not enlist the expertise of a private chef who can take you on a personal food tour of Japan, intimately discuss the creations with you and reveal all the nuances in the tastes of Japanese cuisine?



# WORLD-CLASS DINING

It will come as perhaps no surprise that Japan has so many award-winning restaurants, given its reputation for fine cuisine. There are endless opportunities to dine in exceptional establishments, whether you wish to try something on the experimental side or keep things uber-traditional.



## 01 ESQUISSE

Chef Lionel Beccat, former collaborator with Michel Troisgros at his Roanne and Tokyo establishments, masterfully blends modern French technique and Japanese ingredients to create unique culinary experiences in his stylish Ginza restaurant. Artistic flair is apparent in every detail at the L'Equisse, from the moment you sit down, through to the desserts and including the wine list.

📍 Royal Crystal Ginza 9F, 5-4-6 Ginza, Chuo-ku, Tokyo

🌐 +81-3-5537-5580





## 02 MICHEL BRAS TOYA JAPON

Michel Bras TOYA Japon is the successor to Michel Bras' acclaimed Le Suquet in France. In a restaurant overlooking Lake Toya, guests can enjoy fine French cuisine by head chef Simone Cantafio, who came to Toya following four years working at Le Suquet. The carefully selected, colourful menu includes *gargouillou*, a speciality prepared using an abundant variety of vegetables and herbs, as well as *coulant*, a dessert that puts hot chocolate filling in a biscuit, served with ice cream.

📍 336 Shimizu, Toyako-cho, Abuta-gun, Hokkaido

🌐 <https://www.windsor-hotels.co.jp/en/restaurant/michel-bras/>

## 03 L'ORCHESTRATA

At L'Orchestrata, you will enjoy innovative Italian cuisine in the peaceful ambiance of a restaurant which has been likened to an orchestra in the way the food interacts with the panoramic view of the lush natural surroundings of Nara Park. Dine at lunchtime when the restaurant is bathed in sunlight or marvel at the evening lights over dinner in this historic location.

📍 Nara Kasugano International Forum 1F, 101 Kasugano-cho, Nara-shi, Nara

🌐 <https://www.hiramatsurestaurant.jp/eng/orchestrata/>







## 04 FUJIYA 1935

Expect a sensory overload at Fujiya 1935 in Osaka, where chef Tetsuya Fujiwara channels childhood memories to shape the dishes he serves, creating seasonal meals that excite the senses. For Fujiwara, presentation and fragrance are as important as the variety of ingredients used.

📍 2-4-14 Yariyamachi, Chuo-ku, Osaka-shi, Osaka  
 🌐 <http://fujiya1935.com/top-en.html>



## 05 L'ÉVO

French restaurant L'évo, by chef Eiji Taniguchi, has earned a reputation for its devotion to quality cuisine using only locally-sourced ingredients from Toyama Prefecture. This talented chef combines the finest natural resources with masterful technique to create avant-garde French cuisine.

📍 River Retreat GARAKU, 56-2 Kasuga,  
 Toyama-shi, Toyama  
 🌐 <http://levo.toyama.jp/>



## 06 LUGDUNUM BOUCHON LYONNAIS

Lyon-born chef Christophe Paucod welcomes his guests to his traditional *bouchon lyonnais*, home to the most authentic Lyon cuisine in Japan. Working with recipes passed on from his grandmother and an expertise that dates back to his formative years in top Paris restaurants and palaces, chef Paucod's restaurant is a perfect match to the sophisticated atmosphere of Kagurazaka.

📍 1st Floor, Ebiya Building, 4-3-7 Kagurazaka,  
Shinjuku-ku, Tokyo  
🌐 [info@lyondelyon.com](mailto:info@lyondelyon.com)



Setsugekka Hanare

## 07 SETSUGEKKA HANARE

At this relaxed teppanyaki restaurant, you can expect an out-of-this-world experience sampling the world's highest grade Kobe beef. Melt in your mouth meat takes centre-stage at Setsugekka Hanare, with dishes carefully prepared in front of you. It's the perfect antidote to overindulgence in sushi and seafood.

📍 La Doll Ray Kobe Sannomiya Bldg. 8F, 1-25-6 Nakayamatedori, Chuo-ku Kobe-shi, Hyogo  
🌐 +81-78-222-0029



Photo by Akira Saito



## 08 GINZA SUSHI AOKI

At Ginza Sushi Aoki, you can enjoy a personal performance from a master sushi chef and watch as they conjure up incredible dishes before your eyes at your own private counter. While providing the traditional sushi experience, chef Toshikatsu Aoki also improvises, creating wonderful new variations of sushi with the further luxury option of champagne pairing courses.

📍 *Ginza Takahashi Bldg. 2F, 6-7-4 Ginza, Chuo-ku, Tokyo*  
 📞 *+81-3-3289-1044 (Japanese Only)*

*Ginza SUSHI AOKI in Nishi-azabu/Roppongi*

📍 *Palais Royale Nishi-azabu 1F, 3-23-7 Nishi-azabu, Minato-ku, Tokyo*  
 📞 *+81-3-5771-3344 (Japanese Only)*





## 09 MIKAWA — ZEANKYO - TEMPURA

Savour the results of 57 years of expertise when you enter the enchanting world of master tempura chef Tetsuya Sotome at this intimate nine-seat restaurant filled with Japanese art. Chef Sotome's unique blend of precision and aesthetics has been refined over decades to ensure each piece of tempura is perfectly served.

📍 1-3-1 Fukuzumi, Koto-ku, Tokyo

🌐 <https://mikawa-zezankyo.jimdo.com/english-information/>



## 10 KICHISEN

Kichisen's traditional kaiseki cuisine has earned it widespread acclaim for both its superb quality and striking presentation, leveraging the many talents of veteran head chef Yoshimi Tanigawa. Unusual for kaiseki cuisine, normally designed to be presented to two or more people, there is a counter where diners can enjoy the kaiseki as a party of one. The wine and champagne selection perfectly match and complement this unique, elegant dining experience.

📍 5 Tadasu-no-mori (Morimoto-cho), Shimogamo, Sakyo-ku, Kyoto-shi, Kyoto

🌐 <http://kichisen-kyoto.com/en/>

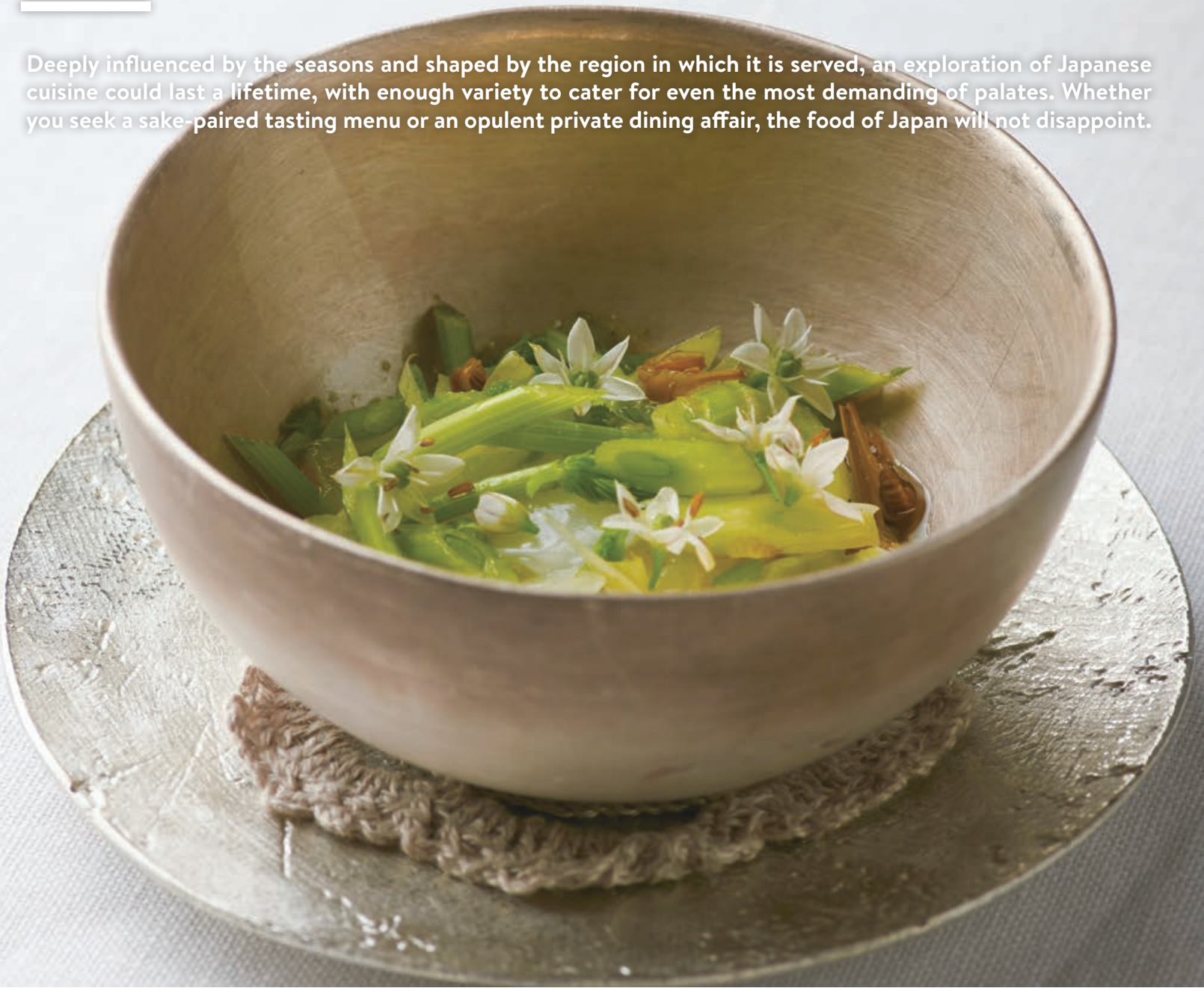




# JAPANESE CUISINE

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Deeply influenced by the seasons and shaped by the region in which it is served, an exploration of Japanese cuisine could last a lifetime, with enough variety to cater for even the most demanding of palates. Whether you seek a sake-paired tasting menu or an opulent private dining affair, the food of Japan will not disappoint.



## 11 VILLA AIDA

Located in a cottage in rural Wakayama, chef Kanji Kobayashi's restaurant creates the finest locally-sourced seasonal food. Here you will enjoy sophisticated simplicity and sample creative cuisine prepared using fresh vegetables, fruits, meat, and fish from the surrounding seas and mountains.

📍 71-5 Kawajiri, Iwade-shi, Wakayama  
🌐 <http://villa-aida.jp/villa-aida>







## 12 TOKUYAMA-ZUSHI

At Tokuyama-zushi, diners can enjoy the very best Japanese food in a wholly new way, for here chef Hiroaki Tokuyama serves *narezushi*, the original fermented form of sushi. Less common in modern Japan, *narezushi* is regarded as a delicacy in certain rural areas, such as Yogo, in Shiga Prefecture, where Tokuyama-zushi's lakeside cabin is located. Nearly all of the ingredients that chef Tokuyama uses are gathered from the cabin's surroundings, giving diners a taste of nature and regional charm.

📍 1408 Kawanami, Yogo-cho, Nagahama-shi, Shiga  
 🌐 +81-749-86-4045 (Japanese Only)

## 13 EMI NO MISE

When travelling, dining like a local ensures the most authentic experience. At Emi no Mise in Okinawa, you can dine with the locals and enjoy the cuisine of an island that's home to Japan's largest population of centenarians. Here, dietitian-turned-restaurateur Emiko Kinjo creates menus centred around the concept of longevity with carefully chosen ingredients and meticulously-prepared healthy meals.

📍 61 Oganeke, Ogimi-son, Kunigami-gun, Okinawa  
 🌐 +81-980-44-3220







## 14 KAYANOYA

Located in a modern house in a mountain village in Fukuoka, this restaurant focuses on local ingredients, promoting natural, fresh flavours enhanced by one of the fundamental elements of Japanese cuisine: dashi (stock). With no menu to tell you what is coming next, each dish at Kayanoya is ceremoniously served as a flavoursome surprise. Service is warm and hospitable, while the design and folksy architecture add an extra interesting twist to your meal.

📍 395-1 Kushiya Ino, Hisayama-machi, Kasuya-gun, Fukuoka  
 🌐 [madoguchi@kubara.co.jp](mailto:madoguchi@kubara.co.jp)



## 15 TAMASUSHI - SUSHI MAKING EXPERIENCE

If you prefer to take part in the spectacle and ceremony of sushi making, why not arrange a trip to Tamasushi where you can learn from master sushi chefs with decades of knowledge and experience? Come away having feasted on excellent sushi and with a mastery of the making of perfect sushi rice, the cutting of fish and how to get wasabi just right.

📍 Millennium Tsukiji B1-2F, 2-15-19 Tsukiji, Chuo-ku, Tokyo  
 🌐 <http://www.tamasushi.co.jp/english/>





## 16 NOTO-TOJI

Experience the best in Japanese sake with a visit to Sogen Sake Brewery. Set in the Noto peninsula and steeped in centuries of history, this award-winning brewery is the best place for visitors to learn more about Japan's most famous libation. You can go on a private tour, taste the best in sake at the source, and of course take some home with you.

📍 24-22 Sogen, Horyu-machi, Suzu-shi, Ishikawa  
 🌐 Sogen Sake Brewery Co., Ltd.  
[info@sougen-shuzou.com](mailto:info@sougen-shuzou.com)

## 17 SUNTORY YAMAZAKI DISTILLERY

Visit Suntory Yamazaki Distillery to explore the oldest malt whisky distillery in Japan and see how its acclaimed whisky is made. You can delve into the history of Japanese whisky at the adjacent Yamazaki Whisky Museum.

\*Reservation required

📍 5-2-1 Yamazaki, Shimamoto-cho, Mishima-gun, Osaka  
 🌐 <http://www.suntory.com/factory/yamazaki/>







Yakushima Island  
Photo: Kate Bitner





## NATURAL WONDERS

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Beyond the buzz of its cosmopolitan cities, the Japanese archipelago has a diverse wealth of natural wonders for intrepid travellers to explore, ranging from the snowfields of Hokkaido to the subtropical islands of Okinawa. A great respect for nature's power and splendour is one of the central principles of Shintoism, Japan's indigenous animist religion, and this island country's spectacular natural beauty is one of its greatest and largely undiscovered attractions. Large parts of the country are protected, so visitors can explore a multitude of natural environments and flora and fauna that are unique to Japan.

Japan is a great destination for visitors at any time of the year and there are countless ways to enjoy the country's natural beauty and diverse ecosystems. Travellers yearning for adventure can take part in a range of activities that will immerse you in nature and leave you feeling exhilarated and inspired. Those looking for an authentic travel experience can explore the preserved communities found across the Japanese countryside, where ancient traditions remain very much alive. Away from the fast-paced cities, visitors can enjoy a slower way of life whether that's by walking Japan's forest trails or diving beneath the waves.



# JOURNEYING IN LUXURY

Exploring new terrain by sea or by rail can be a magical experience, with a constantly changing vista seen from the window of a luxury cruise ship or train carriage. From the comfort of your seat, you can take in the diverse scenery of Japan and appreciate the very Japanese concept of transient beauty.



Kyushu Railway Company



## 18 SEVEN STARS IN KYUSHU

An adventure on Japan's first luxury sleeper train is high on the wish list of many of the discerning travellers exploring the island of Kyushu. From the luxurious train carriages, guests on the Seven Stars in Kyushu 'cruise train' can drink in the beautiful scenery as it unfolds past the window, and alight at numerous stopping points to enjoy an excursion and experience Kyushu's hot springs, rich cuisine, and many other charms.

 <http://www.cruisetrain-sevenstars.com/>



## 19 TRAIN SUITE SHIKI-SHIMA

The crème de la crème of train experiences can be enjoyed on the futuristic champagne-gold Train Suite Shiki-shima, which puts luxury at the heart of all elements of the guest experience. Japanese and Western features are combined in the train's modern and spacious design, with decadent two-story suites and cypress baths. With a menu assembled by an internationally celebrated chef, sumptuous lounge, dining and observatory cars, this is one of Japan's most memorable train experiences.

01D1904@jreast.co.jp



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## 20 TWILIGHT EXPRESS MIZUKAZE

The art deco-style carriages of the Twilight Express Mizukaze may feel like stepping back in time thanks to this superior moving-hotel's 'modern nostalgic' design concept. Guests aboard the state-of-the-art train can relax in an elegantly designed lounge car, enjoy five-star service as standard, and indulge in Japanese cuisine devised by renowned chef Yoshihiro Murata as the train passes through some of the most beautiful scenery in Japan.

<http://twilightexpress-mizukaze.jp/en/>





## 21 GUNTÛ

A stay on guntû provides an unrivalled way to navigate the Seto Inland Sea. Guests on the small 19-room floating hotel, designed by renowned architect Yasushi Horibe, will experience a relaxing cruise of three days or more with spectacular ever-changing views. Standard guestrooms are over 50 square metres in size, with a small selection of 80-square-metre grand suites with large panoramic terraces. To complete the guest experience, guntû boasts spa, sauna and gym facilities, and treatment rooms.

 <http://guntu.jp/>







Photo/Tetsuya Ito ©SETOUCHI SEAPLANES

## 22 SETOUCHI SEAPLANES

Enjoy a birds-eye view of the breathtaking Seto Inland Sea – sometimes referred to as the ‘Mediterranean of Japan’ – in a seaplane sightseeing experience that lasts 50 minutes and flies over some of the region’s most scenic spots. To elevate the experience, seaplanes can be chartered to cater for private parties and guests can enjoy a glass of champagne in a dedicated lounge prior to departure.

📍 1364-6 Urasaki-cho, Onomichi-shi, Hiroshima

🌐 <https://setouchi-hd.com/>



## 23 DIAMOND PRINCESS

Marvel at the sights of this island nation as you explore the diversity of Japan from a luxury cruise ship. Delve further into the country’s rich culture with each stop and experience an abundance of local entertainment, historical sites and regional cuisine. Back on board, you can relax and enjoy the magnificent sea views, savour fine cuisine, and take part in a fun activity program.

🌐 <https://www.princess.com/>  
1.800.PRINCESS (800.774.6237)



# ENCOUNTERING JAPAN'S NATURAL AND SPIRITUAL DELIGHTS

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Escape from the city during your time in Japan to slow down and get close to the natural world. Japan offers a wide array of activities to inspire and revitalise travellers seeking a moving experience, from forests filled with wildlife and sacred spirits to beaches with glowing sands, and ancient paths to hike that will leave you enlightened and uplifted.



## 24 YAKUSHIMA ISLAND

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Visitors can experience the serenity of the pristinely preserved ecosystems of the mountainous island of Yakushima, Japan's first UN-designated World Cultural and Natural Heritage Site. Here you will encounter a unique blend of wildlife, primeval forests and subtropical coastal nature with more than 1900 different species of flora.

📍 2402-77 Anbo, Yakushima-cho, Kumage-gun, Kagoshima  
🌐 <http://www.yakushimaexperience.com/>





## 25 KAMIKOCHI TRAIL

Kamikochi is one of the most beautiful nature trails in Japan, winding its way through the Azusa River Valley in the otherworldly Chubu Sangaku National Park. The many scenic paths that run on either side of the beautiful Azusa River will take you through impressive mountains and lush surrounding forests for an exhilarating trek at 1,500 metres above sea level. It's a great place for lovers of the outdoors with camping and hired transport services available.

📍 *Kamikochi, Azumi, Matsumoto-shi, Nagano*  
 🌐 *Kamikochi Information Center*  
*kami@bes.or.jp*

## 26 KUMANO KODO PILGRIMAGE ROUTES

Made up of a network of ancient pathways crossing the deep forests of the Kii Mountains and leading to three of Japan's most sacred sites, the Kumano Kodo is one of only two UNESCO-listed ancient pilgrimage trails in the world. During a guided hike visitors can enjoy a challenging walk while learning about Japanese culture and the area's ancient history.

📍 *100-1 Hongu, Hongu-cho, Tanabe-shi, Wakayama*  
 🌐 *Kumano Hongu Tourist Association*  
*<http://www.hongu.jp/en/>*







## 27 OKINAWA BEACHES

Okinawa is a popular resort destination famed for its clear waters and subtropical climate that is loved by international and Japanese visitors alike. Hailed as one of Asia's leading diving spots, there are natural and artificial reefs, underwater hot springs, caves, corals and fascinating sea life to explore. Watch the turtles of the Yaeyama Islands and the hammerhead sharks of Yonaguni or relax on one of the many secluded beaches. When not on the beach, explore Okinawan culture which, because of its history and proximity to China, is very different from that of mainland Japan.

 <https://www.visitokinawa.jp/>



## 28 AMAMI SANDBAR

Don't miss the spectacular landscape of the Amami Sandbar situated south of Kyushu, near Yoron Island. This small island is renowned for its near-perfect weather, crystal clear waters, pristine white sand beaches and coral reefs, making it ideal for snorkelling. The most iconic attraction is an ethereal sandbar that appears and disappears depending on the tides.

 Yurigahama Beach, Yoron-cho, Oshima-gun, Kagoshima  
 <http://www.kagoshima-kankou.com/for/>





## 29 IRIOMOTE JUNGLE CRUISE

Part of the Yaeyama Islands, Iriomote is still largely undiscovered. The entire island is a national park and abounds with protected wildlife. The subtropical jungle reigns supreme here, and there are countless activities to enjoy, from snorkelling and hiking to kayaking and paddle-boarding along the island's rivers, all against a backdrop of beautiful mangroves.

📍 Iriomote-jima, Taketomi-cho, Yaeyama-gun, Okinawa  
🌐 <https://www.visitokinawa.jp/>



## 30 SHIRETOKO NATURE CRUISE

Spend an unforgettable day discovering the rich ecosystem of Shiretoko National Park in Hokkaido by taking a guided wildlife cruise through its pristine scenery. In this UNESCO World Heritage Site you will catch sight of brown bears, Yezo deer, minke whales, dolphins and countless species of birds.

📍 Shari-gun, Hokkaido  
🌐 <http://www.shiretoko.asia/world/index.html>

## 31 KUSHIRO CRANE WATCHING

Travellers venturing to the Kushiro Marsh can watch the highly-cherished and beautiful red-crowned cranes as they perform their hypnotic courtship dance upon Hokkaido's snow – a unique sight that can be admired from December to February. Once thought to be extinct, there are now over 1,000 cranes in the region.

📍 Akan-cho, Kushiro-shi, Hokkaido  
🌐 <http://en.kushiro-lakeakan.com/>





# EXPERIENCE LUXURY OUTDOOR RECREATION

Stretching 3,000 kilometres from Russia down to Taiwan, Japan offers every climate you could wish for. The country is mostly magnificent mountains, covered in forests, and surrounded by beaches. So, if you are looking for an adrenaline-filled experience in Japan's great outdoors, you can enjoy the natural wonders of this diverse island country by taking a scenic tour along a seaside trail, white water rafting down a wild river, or hiking through virgin forests. These are but a few of the great Japanese adventures available to the intrepid traveller.



## 32 NISEKO - SKI

Niseko has emerged in recent years as one of Japan's most loved ski resorts famed for its coveted high-quality snow. One of the few luxury snow resorts in Japan, it is an ideal place for all levels, whether your ideal is a secluded downhill run, a thrilling backcountry skiing experience, or simply great après-ski culture. Whatever your appetite, you can wind down after a day on the slopes with a warming Japanese hot spring in a world-leading ski town.

📍 Niseko-cho, Abuta-gun, Hokkaido  
🌐 Niseko Resort Tourist Association Co., Ltd.  
master@niseko-ta.jp





### 33 KANEHIDE KISE COUNTRY CLUB - GOLF

Kanehide Kise Country Club is one of Japan's top golf courses. Located on Okinawa Island in a beautiful setting, Kanehide Kise Country Club is nestled beside the sacred Yambaru Forest. In addition to providing a great base for keen golfers with luxury lodgings at adjacent high class facilities, such as The Ritz-Carlton, Okinawa, the club offers unforgettable day trips and nature hikes in the nearby countryside.

📍 1107-1 Kise, Nago-shi, Okinawa  
 🌐 [info@kise-cc.jp](mailto:info@kise-cc.jp)



### 34 HOKKAIDO - FISHING

For the ultimate Japanese fishing experience, why not escape from the bustle of the city and try your hand at fly-fishing in the picturesque northern island of Hokkaido, an area rich in salmon and trout. There is an array of experiences on offer throughout the seasons, with ice fishing an exhilarating option in winter. For the best experience, you can book a private tour with a local expert who can assist with fishing licenses and arrange airport and hotel pick-ups.

🌐 <http://www.troutandking.com/eng/>





## 35 YOSHINO RIVER - RAFTING

Great fun for people of all ages with a daring streak, a river rafting adventure on the Yoshino River will get the adrenaline pumping as you ride the rapids, play in the pools, and bask in the natural beauty of Shikoku, which hosted the World Rafting Championship in 2017. A range of rafting companies can help you arrange full- and half-day private trips suitable for all the family.

📍 221-1 Ikadagi, Ootoyo-cho, Nagaoka-gun, Kochi

🌐 <http://en.happyraft.com/>

## 36 SHIMANAMI SEA ROUTE - CYCLING

Keen cyclists will relish the opportunity to experience one of the world's greatest bicycle journeys along the stunning Shimanami Sea Route, which spans the six islands of the Seto Inland Sea. This 70-kilometre scenic trail can be completed in a single day with ample photo opportunities and resting points along the way.

📍 Onomichi-shi, Hiroshima

🌐 <http://shimanami-cycle.or.jp/rental/english>





# TRAVEL LIKE A LOCAL

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In a country with a cultural diversity as rich as Japan, traditions change from region to region and village to village. To experience the many cultural differences, travel like a local across the Japanese countryside and get a glimpse of a way of life away from the urban bustle in small scenic villages surrounded by rice fields, mountains, rivers and lakes.



## 37 NAKASENDO WAY

Follow in the footsteps of travellers of old by walking the ancient roads of Japan on a Walk Japan tour. The company's friendly experts lead small groups along some of the country's most iconic trails including the Nakasendo Way from Kyoto to Tokyo. You will journey through beautiful countryside with stays in traditional inns such as those found in the charming post town of Tsumago, still redolent of the days of the samurai.

 <https://walkjapan.com/>





## 38 TOUR DU LAC BIWA

With Tour du Lac Biwa you can enjoy a guided adventure in the countryside around Japan's largest lake. Here you can choose from a wealth of activities that include cycling, kayaking, meditating and visiting shrines, or if you prefer, make *mochi* rice sweets and eat lunch prepared by locals to experience firsthand the hospitality that defines the Japanese countryside. Specifically tailored to meet the needs of overseas travellers, these tours are a real treat for rural tourism enthusiasts.

📍 4-1 Minamifunaji, Otsu-shi, Shiga  
🌐 <http://www.lacbiwa.com/>







## 39 SATOYAMA EXPERIENCE

Satoyama Experience in Hida-Furukawa specialises in intimate, friendly and informative walking and cycling tours that can be tailored to your interests and take in farmland, small villages, rice fields, rivers and mountains, introducing guests to the hidden flavours and delights of the rural life lived by local people. This is an unmissable experience for anyone looking for a glimpse of authentic Japan.

📍 8-11 Ninomachi, Furukawa-cho, Hida-shi, Gifu  
🌐 [reservation@satoyama-experience.com](mailto:reservation@satoyama-experience.com)



## 40 THREE MOUNTAINS OF DEWA

Many travellers make the pilgrimage to the Three Mountains of Dewa for an exhilarating and spiritual experience climbing the unspoiled mountains of Haguro, Gassan and Yudono – which represent the present, past and future Buddhist worlds. For the best experience, join a customised private *yamabushi* training tour that will guide you through ancient cedarwood forests and allow you to enjoy beautiful views as you hike along a serene route and connect with your inner self. This mostly undiscovered area of outstanding natural beauty has all the makings of a top-class destination, accredited by the Michelin Green Guide Japan. The nearby city of Tsuruoka, is also recognised as a UNESCO Creative City of Gastronomy.

📍 Haguromachi, Tsuruoka-shi, Yamagata  
🌐 <http://yamabushido.jp/>





Bizen Osafune Japanese Sword Museum  
Photo: Takemi Nishi





## CULTURAL & UNIQUE A T T R A C T I O N S

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Proudly celebrating the arts, scholarship, architecture, tradition and innovation, Japan is an ancient country with a unique and captivating culture and home to Living National Treasures, craftspeople who have dedicated their lives to mastering an art, in the process preserving practices and philosophies for future generations. Travellers can meet with these artisans, learning the importance and significance of the traditions they preserve, while appreciating the nuances of their art.

When travelling in Japan there is much to learn – for this is a culture developed over long centuries at times in isolation from the rest of the world. Here you come to appreciate just how much work goes into shaping the simplest item and, in turn, admire it all the more. Entertainment really is like nowhere else, with performances where dance and highly controlled movements replace language, and a visit to a Japanese museum could turn into a whole package experience ranging from art to history.

If it is a memorable cultural experience catered to personal interests that you seek, then Japan has much to offer.



# DISCOVERING THE NUANCES OF JAPANESE CULTURE

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The richness and incredible diversity of culture and the arts in Japan is the result of the combination of indigenous culture complemented by the addition and skillful adaptation of cultural imports, historically mainly from China and Korea, but with considerable Western imports also. Many cultural forms have been lost in their home countries but are still preserved in Japan. Most of the fascinating ancient practices and traditions are still very much alive, and remain a part of everyday life for Japanese people. On your travels, you can delve into the country's multi-faceted culture, explore and experience authentic Japanese rituals and traditions by taking part in a tea ceremony with local experts, watching sumo wrestlers practice, or spending the night in a temple and joining the monks in their daily routine.



Photo : Nobutada OMOTE / SANDWICH

## 41 SHINSHOJI ZEN MUSEUM AND GARDENS

Experience the spirit of Zen in the company of a friendly monk and explore the historic buildings and vast grounds of Shinshoji Zen Museum and Gardens. Here you can take part in a variety of immersive activities such as a *zazen* meditation or a traditional tea ceremony. You can explore the museum's must-see collection of ancient scrolls, Zen paintings and unmissable inspirational calligraphies by Zen master Hakuin.

📍 91 Kamisanna, Numakuma-cho, Fukuyama-shi, Hiroshima  
🌐 <http://szmg.jp/en/>





## 42 SOJIIN IN KOYA-SAN

Located in the heart of Mount Koya, Sojiin offers authentic Japanese lodging in a Buddhist temple. Unlike a regular hotel experience, this *shukubo*, or high-end temple stay, provides a relaxing escape in spacious accommodations set in idyllic surroundings overlooking the temple's gardens. With this experience you can awake to the soothing chants of resident monks in the morning and feast on vegan cuisine throughout the day.

📍 143 Koyasan, Koya-cho, Ito-gun, Wakayama  
 🌐 [soujiin@kind.ocn.ne.jp](mailto:soujiin@kind.ocn.ne.jp)



## 43 ADACHI MUSEUM OF ART

The Adachi Museum of Art, founded by Zenko Adachi, is home to a collection of more than 1,500 Japanese works of art and is hailed as having one of the country's most beautiful gardens, which is maintained to artistic perfection year-round by seven resident gardeners. Much like the Museum's elegant gardens that change with the seasons, visitors can enjoy a rotation of displays.

📍 320 Furukawa-cho, Yasugi-shi, Shimane  
 🌐 <http://www.adachi-museum.or.jp/en/>





## 44 IROHA NIHON - — EXPERIENCE THE SOUL OF JAPAN

Iroha Nihon provides unprecedented access to the spiritual core of Japan, offering private rooms inside a Zen Buddhist temple that is ordinarily closed to the public. Over the course of your stay, you can enjoy the peace and seclusion of the temple, and the monks will guide you through a variety of private activities that demonstrate the practices and mindset of Zen. A percentage of the cost of your stay will go towards the preservation of Japanese cultural traditions.

📍 *TABIKYO JAPAN / Cerca Travel Co., Ltd.*  
 8-2 Mibukayogoshō-cho, Nakagyo-ku, Kyoto-shi, Kyoto  
 🌐 [www.tabikyo-japan.com](http://www.tabikyo-japan.com)  
 +81-75-950-7149







## 45 KASUGA TAISHA SHRINE

The UNESCO-listed Kasuga Taisha Shrine, one of the most important shrines in Japan with very close ties to the Imperial family, is famous for the 3,000 bronze and stone lanterns that lead to the Main Sanctuary, which are all candlelit twice a year. The vermillion and white buildings of the shrine are a beautiful contrast against the greenery of Nara Park. Visitors to the shrine can make a pilgrimage through the ancient woods where deer have roamed freely for centuries. Do not miss the museum, which includes cultural properties that were stored in the Inner Shrines and not seen by human eyes for over a thousand years.

📍 160 Kasugano-cho, Nara-shi, Nara

🌐 JR Tokai Tours, Inc.  
inbound.pj@jrtours.co.jp



Photo : Eibun Kuwabara



(C) SHOCHIKU Co., Ltd.

## 46 KABUKI

Bringing everything from historic sagas to love stories to life, Kabuki theatre is an iconic Japanese cultural tradition known for its dramatic make-up, elaborate costume, highly stylised movements and ornate sets, which have earned it status as UNESCO Intangible Cultural Heritage. Visitors can watch performances in Tokyo's Kabukiza Theatre and enjoy this rich form of Japanese theatre with roots dating back to the Edo period.

📍 4-12-15 Ginza, Chuo-ku, Tokyo

🌐 <https://www.kabukiweb.net/theatres/kabukiza/information/>





## 47 TRADITIONAL GEIKO PERFORMANCE

Enjoy exceptional seasonal Japanese food and sake in the elegant atmosphere of Arashiyama Kitcho in Kyoto, one of the world's most exclusive and acclaimed restaurants. As dinner unfolds, guests are treated to a traditional *geiko* dance performed by beautiful kimono-clad *geiko* or *maiko* performers for an unforgettable evening of great cuisine, dance, conversation and music.

🌐 *Luxury Japan Corp* <https://luxuryjapan.tv>  
[info@luxuryjapan.tv](mailto:info@luxuryjapan.tv)



## 48 SUMO-BEYA VISIT

Discover the secrets of Japanese wrestling by observing Japan's iconic sumo wrestlers in a practice session at a traditional *sumo-beya*. With a private guided tour you can get up close and personal with the athletes and watch as they train. This is an unforgettable behind-the-scenes glimpse of Japan's national sport.

🌐 *Luxury Japan Corp* <https://luxuryjapan.tv>  
[info@luxuryjapan.tv](mailto:info@luxuryjapan.tv)



## 49 KAGURA SHINTO — MUSIC AND DANCE

Get a closer look at the fascinating art of *kagura*, Japan's theatrical Shinto dance, in the town of Akiota, just one hour's drive from the World Heritage Site of the Hiroshima Peace Dome. Typically performed during the harvest festival, here the once strictly ceremonial dance style comes to life. The performers are masters of its precise choreography and wear ornate handmade costumes for the performances that can weigh around 16 kilograms.

📍 632-2 Kamitono, Akiota, Yamagata-gun, Hiroshima  
🌐 AKIOTA City Management Inc.  
[info@akiota-navi.jp](mailto:info@akiota-navi.jp)



## 50 ISE-SHIMA — FISHING VILLAGE

A visit to the Ise-Shima fishing village will feel like a journey back in time. Visitors can meet with female *ama* divers who have free-dived in the nearby waters of the Pacific for millennia in search of pearls, abalone, lobster and other gifts of the ocean. Arrange a private tour to learn about the *ama* tradition and the history of this fast-disappearing culture over a freshly cooked seafood meal in a traditional fishing hut.

📍 Ise-shi, Mie  
🌐 <https://miescape.jp/en/>





## 51 OMIYA BONSAI ART MUSEUM, SAITAMA

Omiya Bonsai Art Museum, Saitama is the world's first publicly run museum dedicated to the Japanese art of bonsai. Adjacent to Saitama's Omiya Bonsai Village, the museum is renowned for its selection of bonsai-related works from bonsai pots to woodblock prints, as well as a bonsai garden where some of the bonsai masterpieces are estimated to be more than 100 years old.

📍 2-24-3 Toro-cho, Kita-ku, Saitama-shi, Saitama

🌐 <http://www.bonsai-art-museum.jp/en/>







## 52 KADO - JAPANESE FLOWER ARRANGEMENT

Experience the tradition of ikebana and try your hand at mastering Japanese flower arrangement with a private lesson at the popular Rokkakudo Temple and the Ikenobo School Headquarters, where this cultural practice has been preserved for hundreds of years. Learn about Japan's distinctive flowers and arrangement styles and create your own work of *kado* art.

📍 248 Donomae-cho, Rokkaku-dori  
Higashinotoin Nishi-iru, Nakagyo-ku, Kyoto-shi, Kyoto  
🌐 <http://www.ikenobo.jp/english/intevent@ikenobo.jp>

## 53 KODO - TRADITIONAL INCENSE-SMELLING CEREMONY

Tucked away in a private room in the Yamadamatsu shop in Kyoto, you can experience a Japanese incense ceremony and try *kumiko*, a traditional game that allows participants to 'listen to' and match incense scents while observing the rituals of an ancient art form which has been passed down over centuries.

📍 Shimodachiuri-agaru, Muromachi-dori, Kamigyo-ku, Kyoto-shi, Kyoto  
🌐 <http://www.yamadamatsu.co.jp/en/>





# CULTURE & CRAFTS

Japan has a wealth of world-class traditional arts and crafts, with artisans dedicating many years to honing their skills and perfecting techniques passed down over generations. During your visit you can experience the country's craftsmanship, meet with talented professionals, and appreciate the time taken to master a range of Japanese crafts.

## 54 BIZEN OSAFUNE JAPANESE SWORD MUSEUM

Anciently called Bizen Province, Okayama Prefecture has been known throughout history for its high-quality sword making, with almost half of the swords that are recognised as National Treasures and Important Cultural Properties having been made here. Home to one of the finest collections of samurai swords, at the Bizen Osafune Japanese Sword Museum you can see Japanese swords being crafted by the most skilled sword makers in the world and even order your own custom-made sword, which will be forged exclusively for you.

📍 966 Osafune, Osafune-cho, Setouchi-shi, Okayama  
🌐 <https://www.okayama-japan.jp/en/spot/1073>



## 55 WAJIMA LACQUERWARE

Established in 1813, Wajimaya-Zenni is one of the oldest factories producing intricate Wajima lacquerware. Recognised as an official traditional craft of Japan, visitors to the factory and showroom can see how Wajima lacquerwares are made and decorated, meet with the makers, and view the collections at the museum.

📍 63 Heisei-machi, Wajima-shi, Ishikawa

🌐 Wajimaya-Zenni

[wajima@wajimayazenni.co.jp](mailto:wajima@wajimayazenni.co.jp)



## 56 ARITA PORCELAIN

Arita ware is a centuries-old fine porcelain made in the Japanese city of Arita, in Kyushu, which brims with stores dedicated to the world-famous ceramic ware. On a visit to Arita Porcelain Lab, you'll enjoy an intimate experience behind the scenes of an authentic Arita factory and observe talented makers as they create one of Japan's most prestigious exports. You can also try your hand at finishing a piece of Arita porcelain yourself.

📍 3037-8 Kuromuta-hei, Arita-cho, Nishimatsuura-gun, Saga

🌐 <http://aritaporcelainlab.com/>



# ART & ARCHITECTURE

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Whether you're a serious art lover or just a curious novice, a trip to a gallery or museum can prove a very enriching experience when exploring Japan. From sculpture to ceramics, to contemporary art and ancient artefacts, Japan's cultural institutions trace and celebrate centuries of artistic creativity for a powerful overview of the country's rich heritage.



## 57 THE HAKONE OPEN-AIR MUSEUM

Art and nature coexist in harmony at this outdoor art museum, giving visitors the opportunity to view around 120 sculptures by Japanese and international artists in a stunning natural setting not far from Mount Fuji. The Hakone Open-Air Museum allows you to discover contemporary sculptures set in picturesque green gardens as well as indoor exhibitions such as the must-see Picasso Pavilion, which showcases rotational displays from a world-class collection.

📍 1121 Ninotaira, Hakone-machi, Ashigarashimo-gun, Kanagawa  
🌐 <http://www.hakone-oam.or.jp/>



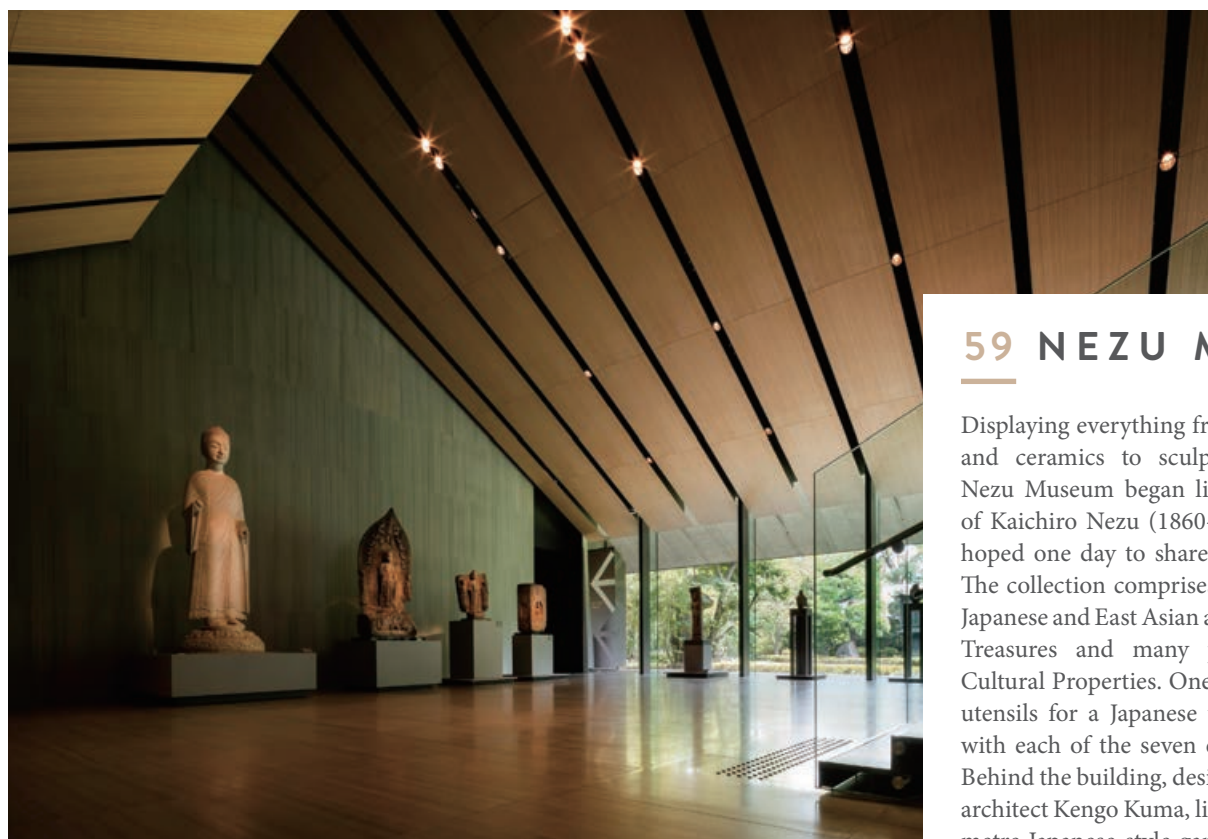




## 58 D. T. SUZUKI — MUSEUM

Designed to commemorate the life and work of famed Buddhist philosopher Daisetz Teitaro Suzuki, the intimate and calming D.T. Suzuki Museum is a testament to refined, modern architecture, with a soothing landscape that encourages contemplation and tranquility. Designed by renowned Japanese architect Yoshio Taniguchi, who is best known for his redesign of MoMa in New York, Taniguchi's beautifully-designed flat open pond entitled 'Water Mirror Garden', which can be viewed from the 'Contemplative Space', is a must-see and a great place for a moment of calm reflection.

📍 3-4-20 Honda-machi, Kanazawa-shi, Ishikawa  
🌐 [daisetz@city.kanazawa.ishikawa.jp](mailto:daisetz@city.kanazawa.ishikawa.jp)



## 59 NEZU MUSEUM

Displaying everything from pre-modern calligraphy and ceramics to sculpture and textiles, Tokyo's Nezu Museum began life as the private collection of Kaichiro Nezu (1860-1940), a businessman who hoped one day to share his works with the public. The collection comprises more than 7,400 works of Japanese and East Asian art, including seven National Treasures and many pieces deemed Important Cultural Properties. One of the six galleries displays utensils for a Japanese tea ceremony, and changes with each of the seven exhibitions held every year. Behind the building, designed by renowned Japanese architect Kengo Kuma, lies a beautiful 17,000 square-metre Japanese-style garden, overlooked by a small café.

📍 6-5-1 Minamiaoyama, Minato-ku, Tokyo  
🌐 <http://www.nezu-muse.or.jp/en/>





Benesse House  
Photo : Tadasu Yamamoto

## 60 BENESSE ART SITE — NAOSHIMA

Benesse Art Site Naoshima is the collective term for the art exhibitions hosted by Benesse Holdings, Inc. and the Fukutake Foundation since 1989 on Naoshima, Teshima and Inujima islands in the Seto Inland Sea. The works of contemporary art are displayed to harmonise with the surrounding landscape and to speak to the hearts of visitors through a unique balance of nature, art, and architecture.

📍 Naoshima-cho, Kagawa-gun, Kagawa  
🌐 <http://benesse-artsite.jp/en/>



Leandro ERLICH, "The Swimming Pool", 2004  
Collection : 21st Century Museum of Contemporary Art, Kanazawa  
Photo : WATANABE Osamu

## 61 21ST CENTURY MUSEUM OF — CONTEMPORARY ART, KANAZAWA

21st Century Museum of Contemporary Art, Kanazawa has been wowing visitors since 2004 with its exhibitions of works by Kanazawa acclaimed contemporary artists from Japan and around the world. One of the country's most popular art museums, the uplifting art is displayed in a playfully-designed circular building designed by award-winning Japanese architects Kazuyo Sejima and Ryue Nishizawa / SANAA.

📍 1-2-1 Hirosaka, Kanazawa-shi, Ishikawa  
🌐 <http://www.kanazawa21.jp/en/>

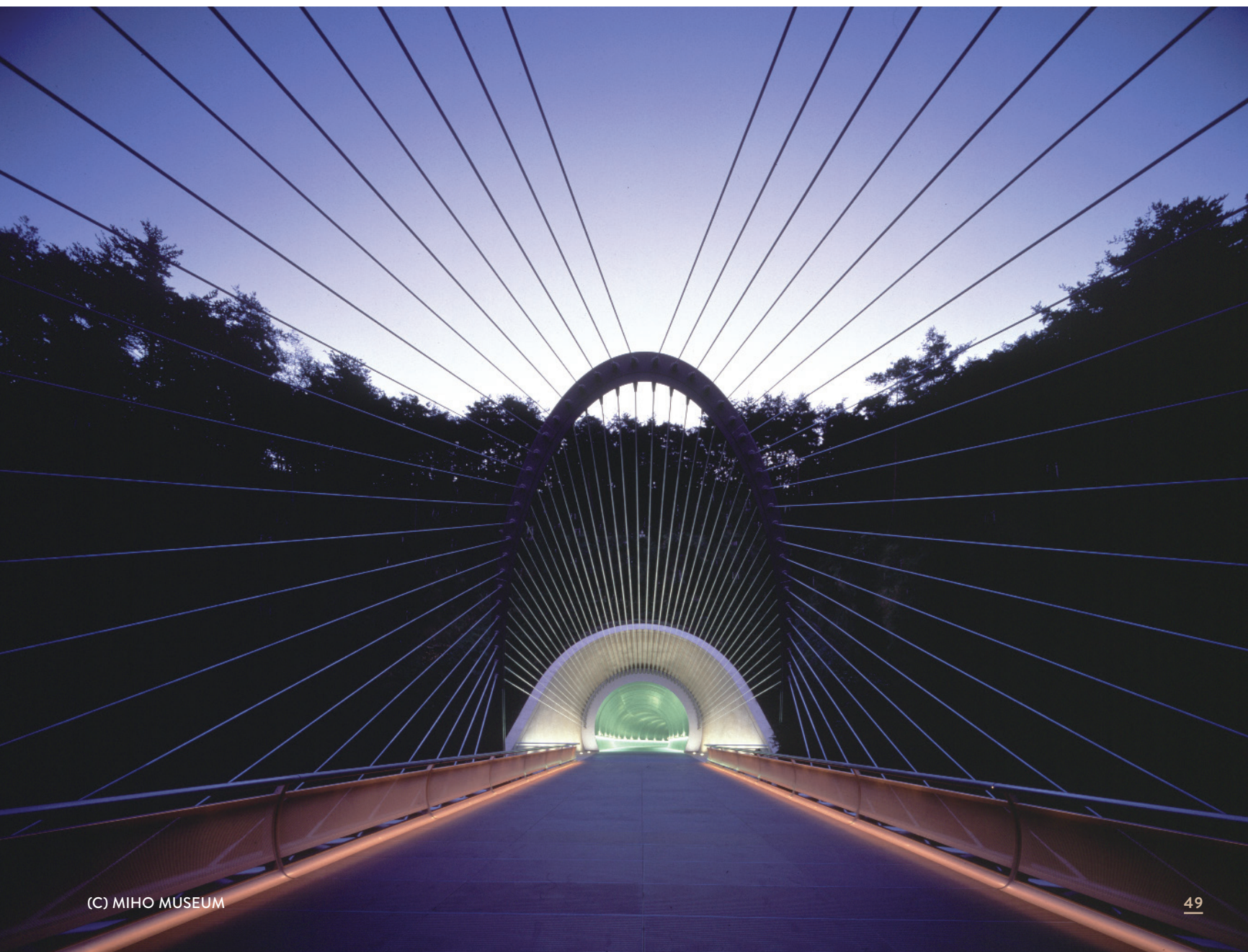


## 62 MIHO MUSEUM

The Miho Museum houses Mihoko Koyama's private collection of carefully curated works from around the world, including Japanese art and ancient artefacts from the Silk Road. An art lover's paradise, the museum is a light-filled building designed by architect I. M. Pei set within a hilly and forested landscape surrounded by mountains.

📍 300 Momodani Tashiro, Shigaraki-cho, Koka-shi, Shiga

🌐 <http://www.miho.or.jp/en/>











## ACCOMMODATION

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Whether you wish to wake up in the cocooned comfort of a plush bed in an international hotel or on a futon on tatami mats in a traditional *ryokan*, Japan's versatile luxury accommodation will make you feel instantly at home.

For the discerning traveller who enjoys accommodation with a global appeal, Japan is home to some of the world's finest boutique and flagship hotels with cutting-edge facilities in prime locations. Here you can enjoy a cocktail in the opulent surroundings of a rooftop bar with views over a glittering metropolitan nightscape.

If you prefer a more authentic Japanese experience, a *ryokan* resort with its refined interiors, tatami mat flooring, futon bed, and *yukata* robes will give you a taste of traditional Japan with a luxury twist. Here you can relax, unwind and experience the pinnacle of Japanese hospitality and age-old customs said to date back to the 8th century.

Located in secluded pockets of the breathtaking Japanese countryside, these luxury hideaways will awaken your senses with spacious accommodation and private alfresco hot spring baths surrounded by nature. The *ryokan* is the perfect break from busy city life.

Be it a design hotel with attentive service, a taste of the traditional or an escape-it-all rural retreat, world-renowned Japanese hospitality will make you feel pampered and relaxed so that you can fully enjoy your time away.



# UNWINDING IN JAPAN'S MOST OPULENT RESORTS

From minimalist modern hotels with a focus on art and design to secluded luxury resorts on forested islands, Japan's array of top hotel guestrooms, restaurants, pools and spas are destinations themselves.



## 63 SANKARA HOTEL & SPA YAKUSHIMA

Located on the World Heritage Site of Yakushima Island, guests at Sankara Hotel & Spa Yakushima will experience warm hospitality and wellness time to balance body, mind and spirit in an awe-inspiring location overlooking the sea where subtropical forests and subalpine climates intersect. Spacious villa accommodation is complemented by excellent facilities, including a French fusion restaurant and an infinity pool with ocean views, making this hotel a paradise, and the perfect adult escape.

📍 553 Haginoue, Mugio, Yakushima-cho, Kumage-gun, Kagoshima  
🌐 <http://www.sankarahotel-spa.com/en/>





## 64 SETOUCHI AONAGI

This minimalist luxury hotel with only seven spacious all-suite rooms was designed by world-renowned Japanese architect and designer Tadao Ando. Created as a complement to the Elleair Art Museum, nature, history and culture collide at Setouchi Aonagi. Here guests will enjoy the utmost of relaxation in the hotel's indoor and outdoor pools and a hot spring-fed jacuzzi overlooking the Seto Inland Sea.

📍 794-1 Yanaidani-cho, Matsuyama-shi, Ehime  
🌐 <http://setouchi-aonagi.jp/en/>







## 65 L'HÔTEL DU LAC

L'Hôtel du Lac is surrounded by the natural splendor of Lake Biwa and is renowned for its fine food and sublime facilities in a stunning location. French influences prevail throughout this luxury hotel, with 15 spacious, yet homely rooms built in four styles – Japanese, Italian, Asian and North European – to make guests feel at home. It's the perfect place to relax and unwind against a breathtaking natural backdrop.

📍 2064 Oura, Nishiasai-cho, Nagahama-shi, Shiga

🌐 <http://www.lhotel-du-lac.com/english/>



## 66 HOSHINOYA TAKETOMI ISLAND

Like taking a step back in time to another world, Okinawa offers a very different experience of Japan. The open, light-filled villas of Hoshinoya Taketomi Island draw inspiration from local architecture and the hotel's beautiful setting. Here, old meets new in perfect harmony, with traditional coral-walled entrances blended with modern materials and furnishings and sophisticated hotel services. In the kitchen, leading chefs fuse French and Okinawan flavours, while indulgent spa treatments incorporate seasonal herbs grown in the gardens. Beyond the hotel, guests are encouraged to embrace island life, by taking a tour of the village on water buffalo-drawn carts, diving or snorkelling, and watching remarkable sunsets from a white sand beach.

📍 Taketomi-jima, Taketomi-cho, Yaeyama-gun, Okinawa

🌐 +81-50-3786-1144



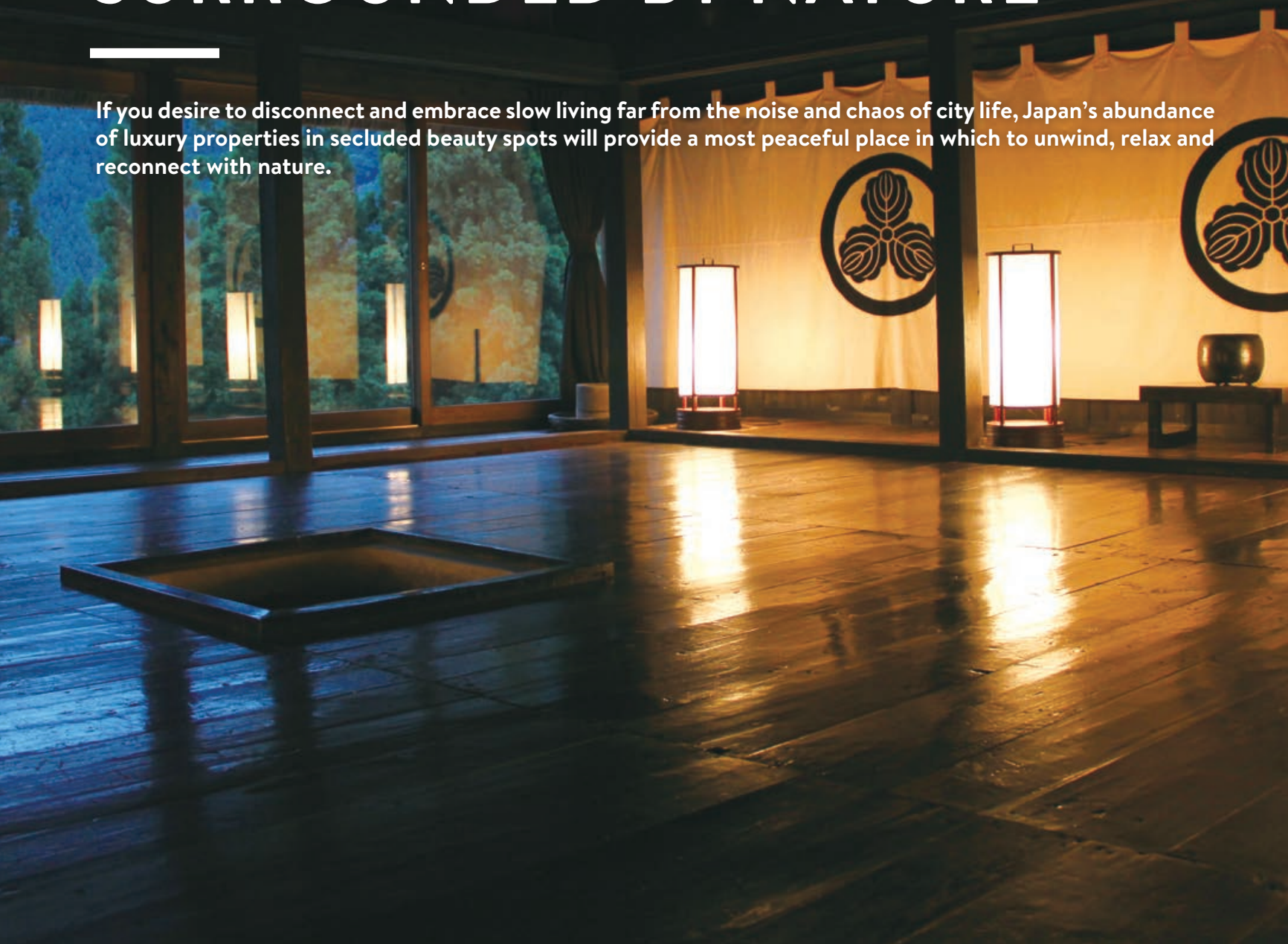
©Hoshino Resorts





# SECLUDED HIDEAWAYS SURROUNDED BY NATURE

If you desire to disconnect and embrace slow living far from the noise and chaos of city life, Japan's abundance of luxury properties in secluded beauty spots will provide a most peaceful place in which to unwind, relax and reconnect with nature.

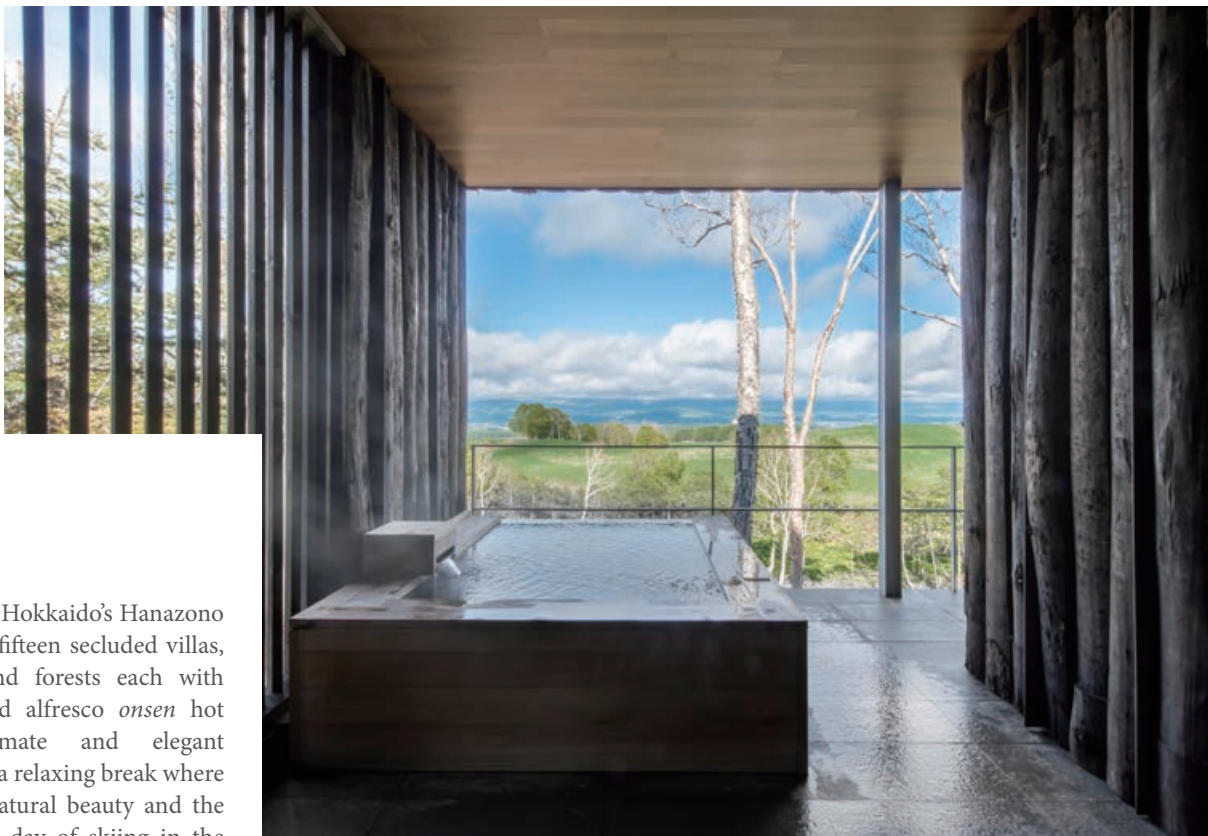


## 67 CHIiori

Sitting high in the mountains of the Iyakei Valley – an area known as Japanese Tibet – you will find Chiiori, a 300-year old house beautifully restored by Alex Kerr, author of *Lost Japan*. Alex has lovingly converted many old houses across Japan into perfect holiday accommodations. Like a living history, Chiiori offers a single group of guests the rare chance to experience what life in Japan was once like, in a well-equipped yet authentic accommodation with incredible mountain views.

📍 209 Tsurui, Higashiya, Miyoshi-shi, Tokushima  
🌐 <http://chiiori.org/>





## 68 ZABORIN RYOKAN

A heavenly retreat situated in Hokkaido's Hanazono Woods, Zaborin Ryokan has fifteen secluded villas, surrounded by meadows and forests each with luxurious private indoor and alfresco *onsen* hot spring baths. This intimate and elegant accommodation is perfect for a relaxing break where you can drink in both the natural beauty and the purest volcanic water after a day of skiing in the mountains or rafting on the nearby Shiribetsu River.

📍 76-4 Hanazono, Kutchan-cho, Abuta-gun, Hokkaido  
🌐 <https://zaborin.com/en/>



## 69 TENKU NO MORI

Designed to promote a sense of peace in a serene location surrounded by Kagoshima's mountains, it's unlikely that guests staying at this remote haven will ever want to leave. Part of the Relais & Châteaux collection, Tenku no Mori's five exquisite detached villas provide the perfect retreat for the discerning traveller. Each has a private open-air *onsen* set within a secluded resort spread out over 60 hectares of flawless natural landscape.

📍 3389 Shukukubota, Makizono-cho, Kirishima-shi, Kagoshima  
🌐 <http://tenkunomori.net/>





## 70 SATOYAMA JUJO

Whether you wish to relax in the serenity of this indulgent 13-room hotel, or escape and explore the sumptuous natural surroundings of the Minami-Uonuma region on your doorstep, the design, ambience, and character of Satoyama Jujo will leave you with unforgettable memories. Honouring Niigata's architectural heritage, East meets West at this diverse hotel with design details from across the decades complemented by its extensive art collection. The design, organic food and ambience of Satoyama Jujo seeks to preserve the region's history and character with something for everyone to enjoy.

📍 1209-6 Osawa, Minamiuonuma-shi, Niigata

🌐 <http://en.satoyama-jujo.com/>



©Hoshino Resorts

## 71 HOSHINOYA FUJI

With views across Lake Kawaguchi to Mount Fuji, Hoshinoya Fuji is a reminder of the magic of nature regardless of the season, whether you are here for a restful break or an adventure-packed trip. Famed as Japan's first luxury camping or 'glamping' resort, the simplistic accommodation is tucked away in a peaceful forest location with a great on-site restaurant, diverse activities and Japan's world-famous hospitality to make you feel completely at home.

📍 1408 Oishi, Fujikawaguchiko-machi, Minamitsuru-gun, Yamanashi

🌐 +81-50-3786-1144



# LUXURY ACCOMMODATION WITH HISTORY

Often built around ornamental gardens and boasting picture-perfect views, *ryokan* are the quintessentially Japanese form of accommodation. Best described as a traditional inn, *ryokan* culture dates back more than 1,000 years, originally providing restful accommodation for long-distance travellers. A *ryokan* today is defined by Japanese-style rooms with woven-straw tatami floors, hot spring *onsen*, fine dining and seasonal decoration with luxury options and modern facilities to delight even the most discerning traveller.



## 72 ASABA RYOKAN

This traditional Japanese inn is a charming *ryokan* with a rich history that goes back more than 500 years. Located on the Katsura River where the Buddhist teacher and Koya-san founder Kobo Daishi was believed to have bathed, Asaba is famed both for its outdoor *onsen*, and a Noh stage facing the *ryokan* from the other side of the garden's pond. There are periodic Noh performances. Back on dry land, guests can enjoy an array of outdoor activities around the property, such as cycling and hiking.

📍 3450-1 Shuzenji, Izu-shi, Shizuoka  
🌐 [asaba@izu.co.jp](mailto:asaba@izu.co.jp)





## 73 RYOKAN KURASHIKI

Situated in Kurashiki's historic quarter, which brims with Edo-period (1603-1867) architecture, this canal-side *ryokan* is dedicated to hospitality and comfort, offering eight generously-apportioned rooms, some of which feel like suites, and exquisitely prepared authentic multi-course Japanese meals.

📍 4-1 Honmachi, Kurashiki-shi, Okayama  
🌐 <http://www.ryokan-kurashiki.jp/en/>



## 74 GINZAN HOT SPRING FUJIYA INN

This 350-year old *ryokan* and bathhouse was restored in recent years under the guidance of acclaimed architect Kengo Kuma and provides a tranquil countryside escape. A destination in itself, this unique inn seamlessly blends traditional and contemporary design elements with five hot spring *onsen* and modern guestrooms overlooking the Ginzan River.

📍 443 Shinhata, Ginzan, Obanazawa-shi, Yamagata  
🌐 [fujiya.ginzan@gmail.com](mailto:fujiya.ginzan@gmail.com)





## 75 BENIYA MUKAYU

This peaceful design-led retreat was created by architect Kiyoshi Sey Takeyama and was inspired by the Chinese philosopher Zhuangzi and *wabi-sabi* tea ceremony philosophy. Guests staying at this elegant 17-room *ryokan* can start their day with the ritual of morning yoga against a stunning natural backdrop and wind down in the evening with a private hot spring spa bath or Yakushiyama spa treatment, all before a nourishing meal and healing night's sleep in this very relaxing resort.

📍 55-1-3 Yamashiro Onsen, Kaga-shi, Ishikawa  
 🌐 <http://mukayu.com/english/>



## 76 HANZUIRYO

Hanzuiryo has 14 spacious secluded villas, each set in its own distinctive garden framed by Kyushu's Unzen National Park. The design of this elegant *ryokan* is inspired by *sukiya-zukuri* architecture, typically associated with teahouses, and is enhanced by Japanese landscaping. Visitors have flocked to the area's hot springs for over 1,300 years and with the impeccable service, excellent accommodation and gourmet Japanese cuisine found at this splendid *ryokan*, there are more reasons than ever to plan your escape to Hanzuiryo.

📍 380-1 Unzen, Obama-cho, Unzen-shi, Nagasaki  
 🌐 <http://www.hanzuiryo.jp/english/>





## 77 TAKEFUE RYOKAN

With breathtaking views of the mountainous landscapes of Mount Aso on one side and seemingly endless ocean views on the other, the intimate and homely Takefue Ryokan, provides an out of the ordinary experience. This *ryokan*'s rustic-meets-contemporary design, dramatic natural landscapes, and an illuminated bamboo forest will make you feel like you have entered another world. Each of the Takefue's 12 private lodges has its own outdoor hot spring bath in a secluded paradise allowing guests to fully get away from it all.

📍 5725-1 Manganji, Minamioguni-machi, Aso-gun, Kumamoto  
 🌐 <http://takefue.com/english/>





## TRANSPORTATION INFORMATION

### LUXURY CHAUFFEUR LIMOUSINE SERVICES

Premier chauffeur-driven limousine services with fluent English-speaking drivers will assure the most luxurious and comfortable mode of transport while travelling in Japan. Suitable for a range of journeys, from airport transfers to sightseeing tours, our experienced limousine partners will tailor their executive services to meet every requirement. For the greatest comfort, we recommend that larger groups and travellers with a lot of luggage consider one of the minivan services.



#### JAPAN LIMOUSINE SERVICE

+81-3-5927-9325

[http://jl-service.co.jp/en/  
reservation@jl-service.co.jp](http://jl-service.co.jp/en/reservation@jl-service.co.jp)

#### MK TAXI

• TOKYO +81-3-5547-5557

<http://www.tokiomk.com/en/>

• KYOTO +81-75-757-6212

<https://www.mktaxi-japan.com/>

#### OUTECH CO., LTD.

+81-3-6880-1290

<http://www.airportlimo-tokyo.com/>

#### 24 LIMOUSINE

+81-3-5790-6211

<http://www.24limousine.com/>

Approximate travel times by road from Japan's major airports to metropolitan areas:

**Haneda Airport** ⇄ Downtown Tokyo Approx. 30-60 minutes

**Narita Airport** ⇄ Downtown Tokyo Approx. 60-90 minutes

**Kansai International Airport** ⇄ Downtown Osaka Approx. 60-90 minutes

\* Travel times may vary depending on your destination and the time of day so please factor this into your travel plans.

### HELICOPTER CHARTERS

Flying by private helicopter enables guests to create a bespoke itinerary for a reliable, comfortable and relaxing travel experience. Helicopter transfer services allow you to customise and fine-tune the details of your itinerary in Japan, from the point of departure onto your chosen destination.



#### AERO ASAHI

<https://www.aeroasahi.co.jp/english/>

#### AIROS

+81-3-4571-0645

[info@airx.co.jp](mailto:info@airx.co.jp)

#### NOEVIR AVIATION

<http://nac.noevir.co.jp/english/>

#### BETTER SPACE

<http://shuttle.betterspace.jp/en/>

#### JET TEAM

<http://jet-team.jp/en/>



## SHINKANSEN

Japan is world famous for the efficiency of its rail network and is home to the renowned high-speed *shinkansen*, or bullet train, the country's premier train service. *Shinkansen* trains are a great way to travel long distances between the country's major cities. Travellers can choose from two levels of reserved seating class on most *shinkansen* routes: Business and Ordinary, with even the latter proving an extremely comfortable option for most journeys. Some trains also feature the new luxury GranClass cars.

*Shinkansen* business class travellers in the 'Green Cars' will enjoy a more spacious experience as this carriage solely caters for ticket-holders. For a more comfortable and stress-free journey for business travellers, amenities such as power outlets, reading lights, footrests, leg warmers and blankets are provided depending on the route.

The highest standard of rail travel can be experienced with a GranClass *shinkansen* travel ticket. Available on the "Tohoku / Hokkaido Shinkansen" route, which links Tokyo and Hakodate, and the "Hokuriku Shinkansen" route between Tokyo and Kanazawa, GranClass is considered the *shinkansen*'s 'First Class' and the ultimate way to travel Japan by rail. With its ergonomically-designed leather seats and complimentary slippers, GranClass guarantees optimum comfort for the discerning traveller.

On some routes, GranClass travellers are assigned a dedicated cabin attendant for the duration of the journey, and a Japanese bento box and a refreshing beverage are delivered right to your seat.

The luxury begins even before you travel, as GranClass ticket holders can use the View Gold Lounge, a premium pre-departure lounge for passengers travelling from Tokyo Station. You can relax in the lounge for up to 90 minutes prior to departure (open daily from 8:00 AM to 6:00 PM).

Yet regardless of the class, high-standards of Japanese design and engineering and customer service will ensure a superior experience on your *shinkansen* adventure.

Information on JR East GranClass and other *shinkansen* tickets

<http://www.jreast.co.jp/e/ticket/types.html>



## HANDS-FREE TRAVEL

Travelling without luggage at the start or during part of your trip to Japan can be a cost-effective and easier way to move your baggage from the moment you arrive at the airport to your hotel, and before moving on to your next destination. Within Japan, luggage can be shipped at reasonable prices from airports, terminal stations, hotels, convenience stores and post offices. Many operate 24-hours a day with same-day and one/ two-day delivery services. Hands-free travel allows you to spend less time moving luggage around and more time enjoying your holiday.

### HANDS-FREE TRAVEL

<http://www.jnto.go.jp/hands-free-travel/>

### LUGGAGE-FREE TRAVEL

<https://www.luggage-free-travel.com/>

### JAL ABC

<https://www.jalabc.com/en/hands-freetravel.html>

### YAMATO TRANSPORT'S "TA-Q-BIN"

<http://www.kuronekoyamato.co.jp/en/hands-freetravel/>

### SAGAWA EXPRESS CO., LTD. "SIGHTSEEING WITHOUT BAGGAGE"

<http://www.sagawa-exp.co.jp/ttk/english/>

All facilities displaying the below logo can provide luggage delivery services to overseas visitors.



Japan.  
Hands-Free  
Travel

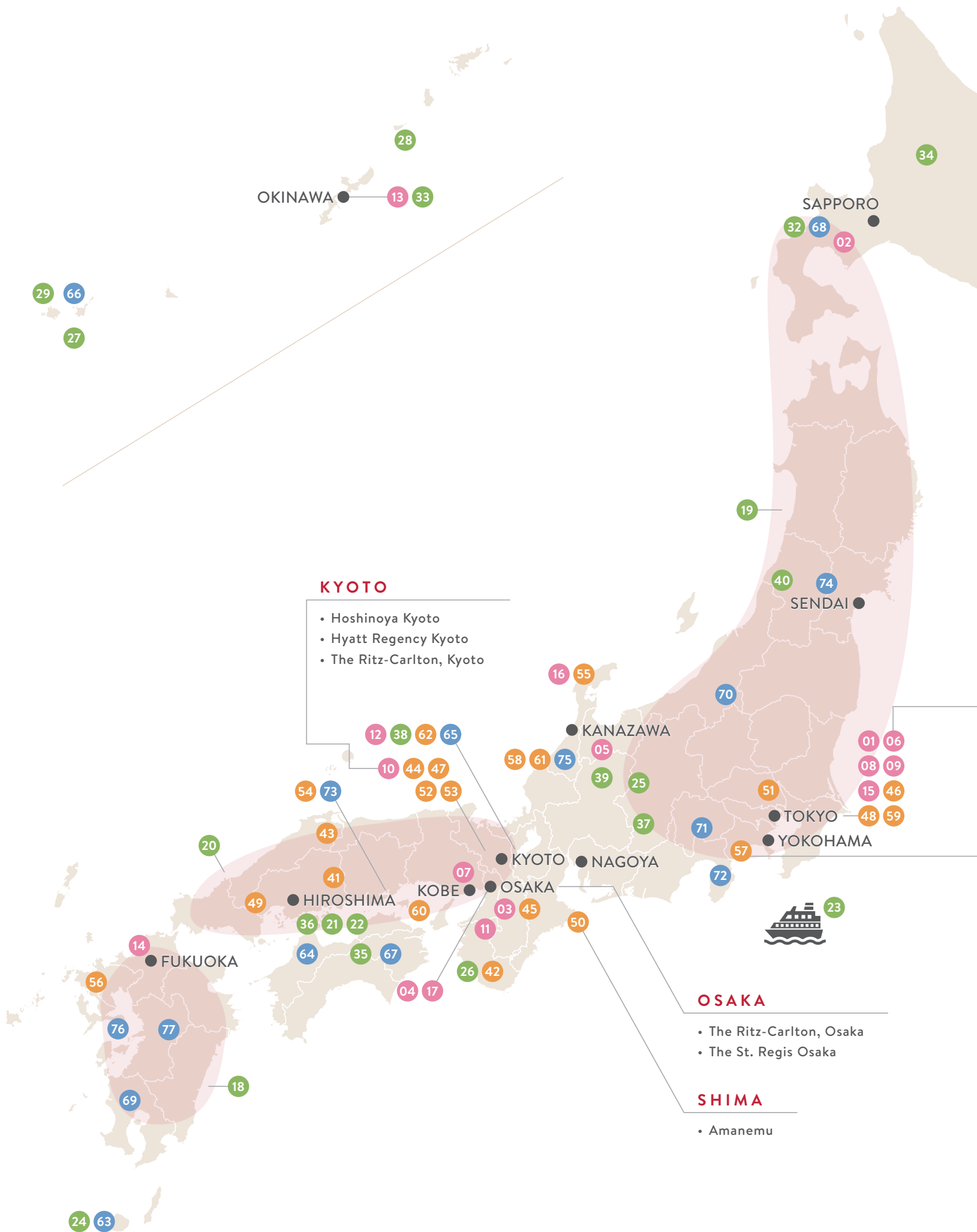


For further information on Japan transportation, please visit the JNTO official website.

<https://www.jnto.go.jp/eng/transportation/index.html>

\* Depending on shipping time, your luggage may be delivered the next day. If so, we recommend carrying a small amount of hand baggage with a change of clothes.





### KYOTO

- Hoshinoya Kyoto
- Hyatt Regency Kyoto
- The Ritz-Carlton, Kyoto

### OSAKA

- The Ritz-Carlton, Osaka
- The St. Regis Osaka

### SHIMA

- Amanemu





## GASTRONOMIC EXPERIENCES

- 01 ESQUISSE
- 02 MICHEL BRAS TOYA JAPON
- 03 L'ORCHESTRATA
- 04 FUJIYA 1935
- 05 L'ÉVO
- 06 LUGDUNUM BOUCHON LYONNAIS
- 07 SETSUGEKKA HANARE
- 08 GINZA SUSHI AOKI
- 09 MIKAWA ZEZANKYO - TEMPURA
- 10 KICHISEN
- 11 VILLA AIDA
- 12 TOKUYAMA-ZUSHI
- 13 EMI NO MISE
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## NATURAL WONDERS

- 18 SEVEN STARS IN KYUSHU
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- 20 TWILIGHT EXPRESS MIZUKAZE
- 21 GUNTŪ
- 22 SETOUCHI SEAPLANES
- 23 DIAMOND PRINCESS

## TOKYO

- Aman Tokyo
- Andaz Tokyo
- Four Seasons Hotel Tokyo at Marunouchi
- Grand Hyatt Tokyo
- Hoshinoya Tokyo
- Mandarin Oriental, Tokyo
- Palace Hotel Tokyo
- Park Hyatt Tokyo
- Shangri-La Hotel, Tokyo
- The Peninsula Tokyo
- The Ritz-Carlton, Tokyo

## HAKONE

- Hyatt Regency Hakone Resort & Spa

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- 33 KANEHIDE KISE COUNTRY CLUB - GOLF
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- 48 SUMO-BEYA VISIT
- 49 KAGURA SHINTO MUSIC AND DANCE
- 50 ISE-SHIMA FISHING VILLAGE
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- 55 WAJIMA LACQUERWARE
- 56 ARITA PORCELAIN
- 57 THE HAKONE OPEN-AIR MUSEUM
- 58 D. T. SUZUKI MUSEUM
- 59 NEZU MUSEUM
- 60 BENESSE ART SITE NAOSHIMA
- 61 21ST CENTURY MUSEUM OF CONTEMPORARY ART, KANAZAWA
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- 71 HOSHINOYA FUJI
- 72 ASABA RYOKAN
- 73 RYOKAN KURASHIKI
- 74 GINZAN HOT SPRING FUJIYA INN
- 75 BENIYA MUKAYU
- 76 HANZUIRYO
- 77 TAKEFUE RYOKAN



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TRAVEL JAPAN – OFFICIAL WEBSITE  
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JAPAN OFFICIAL TRAVEL APP



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